9WG Studios hosts spring alumni social

About 25 alumni from the fields of advertising, public relations, journalism, marketing, social media, arts, theater and publishing attended the school’s alumni social at 9WG Studios in May. About 40 recent graduates caught up with old friends and made new ones as they toured recording and filming studios at 9WG Studios, 9 W. Grace St. in Richmond, where the event was held. The studios are co-owned by Marma Bales (B.S.’97/MC), who hosted the event. The event included a raffle of two dozen books donated by Simon & Schuster in New York City.

“Agency of the Year was always the dream. We wondered if we could ever be the best, then a major publication said we were,” said Dean Jarrett, senior vice president of marketing and corporate communications at The Martin Agency. Jarrett, a 1983 graduate of the VCU School of Mass Communications, was referring to The Martin Agency’s recognition by Adweek magazine as the 2009 Agency of the Year.

The Martin Agency has produced memorable ads for a range of clients, including GEICO, Wal-Mart, ChapStick and B.F. Goodrich Tires. Located just down the road from VCU’s Monroe Park Campus, The Martin Agency is home to many VCU graduates. Patrick Simkins, a senior digital artist at Martin and a 2006 graduate of the school’s undergraduate advertising program, said, “The portfolio critique was important. The teachers really had our best interests at heart.” Alumni say this kind of critical teaching helps make them qualified candidates for positions at The Martin Agency. “It was humbling to be told your work wasn’t amazing, but learning how to throw something away and completely start over was one of the most important things,” said Simkins, who transferred to VCU from Longwood University.

Challenging students to grow

In VCU’s advertising classes, students repeatedly face creative challenges and are encouraged to change their ideas in a constructive way. “My teacher acted like the creative director,” said Matthew McDonald, a digital artist who graduated from VCU in 2007 with a bachelor’s degree in mass communications. “We had our best interests at heart. Theportfolio critique was important. The teachers really had our best interests at heart.” Alumni say this kind of critical teaching helps make them qualified candidates for positions at The Martin Agency. “It was humbling to be told your work wasn’t amazing, but learning how to throw something away and completely start over was one of the most important things,” said Simkins, who transferred to VCU from Longwood University.

Agency of the Year was always the dream. We wondered if we could ever be the best, then a major publication said we were.

— Dean Jarrett (B.S.’83/MC), senior vice president of marketing and corporate communications at The Martin Agency
Hello VCU School of Mass Communications alumni and friends:

As some of you already might be aware, Dr. Judy Van Slyke Turk, the school’s director for the past eight years, stepped down from that post at the end of June but will remain with the school as a tenured professor and member of the public relations faculty.

I write you with mixed emotions. An organization never wants to lose such a valuable leader, but I am both pleased and excited about the school’s position and the enormous potential ahead to make significant contributions to the communications world. Because of Dr. Turk’s hard work and effort, the school is in the strongest and most competitive position that it can recall. The school is respected throughout both the professional and academic communities, and I would like to thank Dr. Turk for rebuilding it into an institution that deserves our pride.

With Dr. Turk’s official transition taking effect this July, Dr. Terry Oggel, chair of the Department of English, has been tapped to fill the role of interim director. Some of you might recall that Dr. Oggel served as interim director of the school prior to Dr. Turk’s appointment in 2002. The university plans to conduct a national search for Dr. Turk’s replacement as soon as possible, but the timing has not been determined.

Dr. Turk will continue as a professor in the school and will oversee preparation for the school’s 2011-2012 reaccreditation visit from the Accrediting Council on Education in Journalism and Mass Communication. She also will oversee the Virginia Communications Hall of Fame, which celebrates its 20th anniversary in 2012, and will teach in the school’s undergraduate and graduate public relations programs.

I know you all join me in wishing Dr. Turk all the best in her new role at the school and in thanking her for transforming the School of Mass Communications into the first-class program it is today, for achieving the school’s accreditation from the Accrediting Council on Education in Journalism and Mass Communication, for expanding the international and professional scope of the school and for attracting and hiring world-class faculty.

Thank you, too, for all you have done and will continue to do for VCU’s School of Mass Communications.

Your friend and classmate,

Richard T. “Dick” Robertson (R.S.67/MC)
Chair, Professional Advisory Board
School of Mass Communications

Anna Wise (M.S. ’10) editor | Allison Irvin Solomon (B.S. ’96) copy editor | Anna Nelson (B.S. ’20) assistant editor | Erin Nigbus (B.F.A. ’12) designer
Photos credit: Claire Digg (B.S. ’100), Caro King, Katie Keane (B.S. ’70) and Anna Wise
The Mass Communicator is published semimonthly by the School of Mass Communications, The College of Humanities & Sciences, Virginia Commonwealth University / Interim Director Dr. Terry Oggel / Professional Advisory Board: Marcellus Alexander, Reid Ashe, Frank Batten Jr., Wanda Lloyd, Feaster Millner, Diane Linos Powell, Mark Rappaport, Donald S. Richards, Beth Ruelle-Kelly, Richard T. “Dick” Robertson, Ginger Stanley and Dennis D. Swanson.

---

**CLASS NOTES**

LaTonia Whitaker ’01 is a creative marketing and brand strategist at Han- kim & Associates in Richmond, Va. C. Alexis Brown ’06 is an out- reach and marketing coordinator at Virginia Job Corps and an independent public relations and communications consultant in Richmond, Va. Travis Ballard ’06 is an affiliate marketing coordinator at NBC Universal.

Katie Clark ’06 is the founder and organizer of Atlanta Spring User Group, a recruiter at eFil and a marketing and recruiting professional at Hands on Atlanta - TeamWorks!

Darin Duval ’06 is an account executive at Benedict Advertising in Daytona Beach, Fla.

Betsy Hast ’06 is the executive direc- tor at the Robinson Theatre Com- munity Arts Center in Richmond, Va.

Stephanie Kurylo ’06 is owner of The Blue Doo, which specializes in providing USA-made and union-printed campaign material for Democratic campaigns and progressive organizations.

Amy C. LaMagra ’06/’07 (M.S.) is a communications manager at VHG/coordina- tor at VHG/Coordinator in Richmond, Va.

Karen Bolgatz ’07 is a staff writer at Institutional Investor in New York.

Brenda Cosby ’07 is an art director at Baker Street Advertising in San Francisco.

Kelli Gibbs ’07 is a junior account executive at Euro RSCG Discovery in Richmond, Va.

Amanda Harem ’07 is a promotions manager at Chautauqua in Nashville, Tenn.

Josh Higgins ’07 is an account executive at Mimeo.com in New York City.

Melissa Hedges ’07 is a program coordinator at Operation Smile in Norfolk, Va.

Kate Lallart ’07 is a client relations manager at Revolution Preps in Los Angeles.

Jessica Pittman ’07 (M.S.) is an in- structor of communication studies and theator at John Tyler Commu- nity College in Richmond, Va.

Faustina Blackwell ’08 is an editor at NRC in Richmond, Va.

Neil Causey ’08 is an advertising production assistant and produc- tion artist at Dave Evans and As- sociates Inc. in Norfolk, Va.

Peter B. Colon ’08 is a production artist at MSHC Partners in New York City.

Bethany Emerson ’08 is an associ- ate editor at Richmond magazine.

Danniele Emerson ’08 is a public relations specialist at Virginia Tour- ism Corporation in Richmond, Va.

Elizabeth Gresham ’08 is a junior art director at Cuvian in San Francisco.

Chamise Jones ’08/09 (M.S.) is a media specialist at Washington- ton Speakers Bureau.

Maureen Linke ’08 is a freelance associate producer for CNN.com in New York City.

Carric Lefler Millon ’08 is a techni- cal editor and writer at Northrop Grammar Information Systems in Richmond, Va.

Thomas Nickle ’08 is a sales assist- ant at Media General in Rich- mond, Va.

Shahannah Nunez ’08/09 (M.S.) is a news content specialist at WWVE-NBC 12 at Raycom Media in Richmond, Va.

Heidi Wilson ’08 (M.S.) is president of EdelsonPR in Richmond, Va.

Patricia Bimboros ’09 (M.S.) is a public relations specialist at John- son Inc. and an adjunct professor at VCU.

Erielenn Taylor ’09/10 (M.S.) is an account executive at HwilsonPR in Richmond, Va.

Jessica Barrera ’09 (M.S.) is a junior board planner at Cranker Krass in Atlanta.

Lisa Clark ’09 is the volunteers and community relations assistant for the Richmond SPCA.

Jessica Eadoff ’09 (M.S.) is a market- ing and communications coordina- tor for ShockWaves in Dallas.

Lauren Flowers ’09 is an account coordinator at Pulse Advertising in Wilmington, N.C.

Broadnax-Payne ’98 gives students a boost with a scholarship

By Cheryl Johnson ’11

Determined to assist women in the School of Mass Communications’ broadcast sequence, Chandra Broadnax-Payne (B.S. ’98/MC), MBA 12/R recently pledged to donate an annual scholarship for the next 10 years. The alumna now manages a Bank of America banking center in Tennessee.

After graduating from the broadcast journalism sequence, Broadnax-Payne worked for Blank TV, a cable access channel that of- fers information dealing with local issues, people and unique products. She managed the teleprompter and worked as a camera operator. Later, she earned a production internship at PBS Channel 23 in Richmond. In addition to these jobs, she served as a human resources assistant for the Science Museum of Virginia. When it came to choosing a career, she said she was uncertain about what direction to go in.

“I did what anyone else my age would do. I decided to go back to col- leges’ said she had an entrepreneurial spirit, so she earned an MBA from VCU. She admitted it was a tough time because she did not have a clear idea of how she would apply the degree in her life, but the struggle inspired her.

After achieving her MBA, she served as a business support leader for Bank of America in Richmond. Broadnax-Payne moved to Tennessee in 2008 where she now manages a banking center for the company. She said she enjoys her job because it involves working with young people who are just starting their career.

Broadnax-Payne’s scholarship is designated for exceptional women who are active in their community and who are enrolled full time in the School of Mass Communications. They must write a 250-word essay about their passion and motivations.

“I place a lot of value on education and realize that I’ve been successful in my career because of my education,” Broadnax-Payne said.

“As the first to graduate from college in my family, I was able to attend VCU with the help of financial aid and, at times, worked multiple jobs to help fund my education. So I know firsthand how it feels to want an education and not be able to afford it.”

Although the scholarship, $500, does not cover the full cost of tuition, Broadnax-Payne says by the advice passed on from her mother: a little can go a long way.

“I feel good after a hard day’s work to go home and know you’ve made a difference in someone’s life,” she said.
“Firsthand coverage is what we are all about.” - Freshman and Rams Review Creative Director Ryan Murphy

Facebook and Twitter only. Those social media channels are still available, but the website provides a more comprehensive platform for multimedia.

“We really do want to cover every event. We want to drive out to the ice rink and cover club hockey. . . . We want to interview Quad club players. We want to post pictures of the crew team practicing at 4:30 in the morning,” Murphy said. Currently, limited resources won’t let them accomplish that goal.

The members of the Rams Review team invite potential volunteers interested in videography, photography, public relations, writing or broadcasting to send a message to mail@vcursreview.org.

Renowned mural artist breathes fresh life into Temple Building

Mural artist Ed Trask (B.F.A. ’92/’A) (left) and Professional Advisory Board Chair Richard “Dutch” Robertson (B.S./M.G.) helped the school realize its 2010 branding efforts through an interior mural project for the Temple Building, which houses the School of Mass Communications. The effort, funded by donations from alumni, faculty and corporate partners, has transformed the school’s blank, beige walls to ones featuring vibrant colors and images designed to inspire creativity, discussion and a richer experience.

Trask is known for his Americana-themed murals on buildings around the Richmond area. He graduated in 1992 from the VCU School of the Arts, Painting and Printmaking.
Public relations students help their community

By Schuyler Davis ’10 and Shelby Duyvaulx ’11

At the School of Mass Communications, some students are learning by providing professional services to clients. Designed to promote professional growth and civic engagement, service-learning courses allow students to use the information they acquire in class to contribute to their community.

“Facility who use service-learning find that their students are more engaged and enthusiastic,” said VCU Service Learning Program Director Lynn E. Pelco, Ph.D. In the School of Mass Communications, students partner with local nonprofit organizations to further the group’s mission. The Service Learning Program is part of the VCU Division of Community Engagement.

These classes provide both an academic and professional environment in which students can transform theory and information into action, which not only fosters learning but also helps build their portfolios and resumes.

PR research for United Way

In spring 2010, the school’s public relations research class was designed by assistant professor Yan Jin, Ph.D., as a service-learning course. The students researched the needs facing the United Way of Greater Richmond and Petersburg in raising awareness about its free tax-preparation program. The class was broken into teams that focused on reaching out to the United Way’s key audiences. The students surveyed and interviewed both low-income families who use the United Way’s services and potential United Way volunteers.

“I was really intimidated going into this research class because I figured it would mainly be book work and theory, but since we were able to actually get out and put what we learned into action, it just really made things easier to understand,” senior Hope Griffith said.

The results from the course were passed onto the summer PR Campaigns course. Students in that summer course are creating a communications campaign that includes strategies and tactics that the United Way can use to make its free tax-preparation program even more successful. In the fall, this communications campaign will be passed onto students in the Public Relations Writing course. Those students will write copy for brochures and other material that were identified as important collateral in the communications campaign.

The final stage will involve a production class, in which these materials will be designed and produced for the client.

This is the first instance of a service-learning project spanning several semesters. In this way, service-learning courses are “taking education, bringing it into the real world and helping students to see the connections,” Pelco said.

“Service learning is the wave of the future in education.” — Lynn E. Pelco, Ph.D., VCU Service Learning Program Director

CLASS NOTES

continued from Page 11

e executive producer of “The Mike O’Meara Show” and spins records on The Mighty 1630 AM. He is a married father of two.

Shauntel Goodman ’94 works in the marketing and promotions at Marriott International in Washington, D.C.

Jadeep Jankamiraj ’94 (M.S.) is the vice president of international business and head of the North American Division at Sony Entertainment Television in New York City.

Lynn Reeves ’94 is a vice president of North American sales and distribution at Nomadic Display in Washington, D.C.

Catherine Yarn ’94 is a marketing specialist at CB Richard Ellis in Richmond.

Mandy Burnett ’94 is the development director at Greater Richmond Chamber.

Diane Gilman lannom ’95 is the director of creative development at The Council of Insurance Agents & Brokers in Washington, D.C.

Elias Arrans ’96 is the business development director at Ica Media Communications Group in Geex.

Rachel Bender ’96 is a development manager of Virginia and California at Comfort Zone Camp.

Era Carroll ’96 is the director of corporate relations and retention at Technology Association of Georgia in Atlanta.

Marge Pittaluka ’96 is a senior buying strategist for Emperor Media-Marketing in Coral Springs, Fla.

Donna Shari ’96 is the assistant director of development and alumni relations with VCU’s School of Business.

Maurice Williams ’92 is a copy editor at Indianapolis Star.

Tara Lloyd ’97 is a strategic marketing manager at Capital One and vice president of programming at American Marketing Association in Richmond, Va.

McDaniel ’97 is the president of EZ Voices, president of TMG Events, on-air talent at Cox Radio and an audio-visual technician at Ariva Rental Systems in Richmond, Va.

Victoria Cross-Anderson ’98 is the director of marketing and communications at Scranton Gillette Communications in Chicago.

Brandon Koch ’98 is a principal project manager at Capital One in Richmond, Va.

Joseph Sharp ’98 is a brand planning director at Horizon Media in New York City.

Amy Caputo ’99 (M.S.) is the director of strategic communications at Penn State Alumni Association.

Lissette Capali ’00 is the vice president at Zeno Group in Washington, D.C.

Jeremy Slivinski ’00 is the executive director at Alpha Kappa Lambda and administrator at AKL Education Foundation in Indianapolis, Ind.

Laura Toch ’00 is an art director at Madavor Media in Boston.

Lauren Felton Boynton ’01 is a marketing and communications manager at Greater Richmond Chamber.

Mary Beth Thomas ’01 is a brand manager at Premier Pet Products in Richmond, Va.

Elizabeth Childs ’02 is a national direct banking brand manager at Capital One in Washington, D.C.

Terryl Hall ’02 is a copywriter and creative director at Carpenters Company in Richmond, Va.

Tammy Hobgood Burdick ’03 is a market analyst at The Roanoke Times.

Ryan Costa ’03 is a college and university relations manager at The Chronicle of Higher Education in Washington, D.C.

Joey Elowich ’03 is a director and play-by-play announcer at VCU Athletics.

Vilivy Phoummithone ’03 works in marketing and events at Singer Associates in Washington, D.C.

Sharon Ramos ’03 is an editorial manager for the American Psychological Association in Washington, D.C.

Shaunette Reynolds ’03/’07 (M.S.) is a public relations specialist at the Virginia Society of Certified Public Accountants in Richmond.

Jennifer Elfett ’04 is a community outreach coordinator and legal assistant for Hanover County, Va.

Amanda Miller ’04 is a senior analyst of merchandise planning at Sears Holdings Corporation and a class of 2003 business manager of advertising at SnagAJob.com.

Cordell Hairson ’05/’08 (M.S.) is a legislative policy analyst at Virginia Commission on Youth in Richmond, Va.

Chriissi Dunn Mansfield ’05 is an account executive at Xul Communications in Philadelphia.

J. Grant Muehl ’05 is an assistant administrator at Pulsar Advertising Inc., an adjunct faculty at VCU and does freelance work.

Amanda Pearson ’05 is a marketing manager at the Greater Richmond Convention Center.

An Pham ’04 is a corporate communications specialist at Ogilvy Public Relations Worldwide in Washington, D.C.

Class Notes continued on page 14

Mass Communicator Summer 2010

Jonathan Liew ’05

By Maya Jordan ’11 and Tania Beldon ’11

Alumnus Jonathan Liew (B.S.’05; M.S.’07/MC) is no stranger to success. As a senior planner at McCann Worldgroup in San Francisco, he develops communication strategies that work across markets in the U.S., Canada and Latin America. The majority of Liew’s work involves searching for insights from consumers, culture and brands.

Liew’s secret to success? “Don’t depend on others to push you but rather seek to continually challenge yourself, be it creating a great ad campaign or even telling that story that everybody else overlooked. Challenge yourself,” Liew said.

Before working at McCann Worldgroup, Liew was a student at the VCU Brandcenter. While in Richmond, he worked for local nonprofit organization, Hope in the Cities. He also taught an undergraduate introduction to mass communications course as an adjunct professor while he was still a student at the Brandcenter. His experience includes completing an internship for renowned advertising company Leo Burnett in Detroit.

“The never fails to tickle me that just when you think you’ve got it all figured out, there’s some awesome new learning just around the corner that you can’t wait to share with your team to develop better work,” Liew said.

When Liew is away from the office, he enjoys playing tennis, dining at new San Francisco eateries and observing people and cultural trends. He says that experiencing new places, cuisine, food and culture help him stay connected to the world.

Class Notes continued on page 14

Mass Communicator Summer 2010

Mass Communicator 13
Student-run Capital News Service adds radio component
By Kelly McFettridge ’11 and Sarah Rodriguez ’11

Capital News Service, a VCU news program staffed this spring by 23 mass communications students, provides print and electronic coverage of state government for Virginia’s community newspapers and media outlets.

This year, CNS expanded its program by implementing a radio component, which can be accessed through the CNS website, capitalnews.vcu.edu, and the WVCW radio website, wvcw.org.

“The radio component helps make the news program and VCU more complete in that [the School of Mass Communications] contains all of the channels of news sources: radio, video, electronic media and print media,” said Matthew Conway, a former CNS editor.

The CNS students who produce the radio clips do so on their own time as an independent study, said associate professor of journalism Jeff C. South, who is also the CNS director and bureau chief.

“[Students] Michael Campbell and Frances Correa were both involved with radio on campus, and they came to me and suggested doing an independent study,” South said.

Correa, a print journalism senior, was excited for the opportunity.

“It broadens our reach and, hopefully, is just one of the many changes to come to increase multimedia reporting in CNS,” Correa said.

Students benefit from the added load, South said.

“[Students] are thinking more about multimedia when they go out and do a story... that’s really important,” he said.

Students involved with CNS radio pick five or six CNS articles that have the most audio potential and record them. When the staff decides a piece has special interest to Latino communities, Correa and Veronica Garabelli translate it and record it in Spanish.

Along with the radio project, CNS also launched a revamped website this year, which links to CNS articles published by online news sources such as The Tidewater News, the Petersburg Progress-Index, the Fairfax County Free Press and the Fairfax Times. More than 70 community newspapers and news websites receive CNS stories. Some of those articles have reached widespread media interest. In the spring semester, CNS reporter Kelsey Radcliffe reported a controversial state decision made by Virginia Delegate Robert Marshall that linked abortion with punishment from God. Her article was published in The Washington Post, and subsequently, The Daily Progress, The Virginian-Pilot, the Richmond Times-Dispatch and The Roanoke Times.

“CNS is a legitimate news organization and we are legitimate journalists providing information for people.” – Print journalism senior Samantha Downing

Samantha Downing said, “CNS is a legitimate news organization, and we are legitimate journalists providing information for people.”

Professors in the School of Mass Communications spend their days planning and teaching classes, grading papers, assisting student organizations, advising students and helping clients. On top of this, many professors take part in research, contributing to scholarly journals, attending or delivering lectures at conferences and writing book chapters.

The following are samples of what some professors have been working on recently.

Bonnie Newman Davis
Bonnie Newman Davis has served as a full-time associate professor at VCU since 2004. She has more than 30 years of experience in print and online journalism and continues to write for several publications. Davis is also an advisor for the VCU Student Chapter of the Society of Professional Journalists, which hosted a day long conference, “Are We There Yet: A Roadmap for Tomorrow’s Journalists,” on April 7, 2010.

Davis continues to work with students to generate content for a website created with the support of a grant from the Center of Teaching Excellence.

“Fewer reporters are covering state government, and CNS students can pick up the slack and do stories that would not be covered by anyone else,” South said. “We’re all affected by what our government does, and we really need the news media to keep an eye on the government.”

Many news organizations, South said, are struggling because of the recession and do not have enough reporters to cover all the state government news. CNS reporters attend House meetings and provide information so citizens in Virginia can follow the moves of their local delegates.

“Programs like CNS can help fill the gap and provide that watchdog journalism service to the public,” South said.

Student reporters are well-equipped to handle the responsibility.

“We have been taught and trained and we know what we’re doing,” print journalism senior Samantha Downing said. “CNS is a legitimate news organization and we are legitimate journalists providing information for people.”

In addition, Davis works with Napoleon Peoples, Ph.D., associate dean for student affairs for the MCV Campus, on a website for which her students write articles about the medical campus.

Davis also taught two sections of Reporting for Print and Web during the spring 2010 semester.

Yan Jin
Yan Jin, Ph.D., has been an assistant professor of public relations with VCU since 2005. Jin has won the Top Paper award at the International Public Relations Research Conference four times since 2004, most recently in 2009. In 2008, she won both the Excellence in Research Award from the VCU College of Humanities and Sciences and the Outstanding Faculty award from the VCU School of Mass Communications Student Advisory Board.

Jin is working on a variety of projects, most which focus on the role human emotions play in crisis communications and conflict management, particularly among public relations leaders and the public during crisis situations.

Currently, Jin is collaborating with a professor from the University of Maryland to create the “Blog Mediated Crisis Communication Model.” This new theoretical framework in understanding crisis communications in the blogosphere has been accepted for publication in the Journal of Public Relations Research.

Faculty research highlights continued on Page 8

Faculty Research continued on Page 8
Design For All: CreateAthon onCampus 2010

By Cheryl Johnson '11

Claytor (B.S. '02/MC), public relations director at Special Olympics of Virginia and CreateAthon onCampus client service director, was a key force in bringing CreateAthon to VCU by associate professor of design and creative advertising Peyton Rowe from RGG5 Advertising, an agency in South Carolina where Rowe worked before coming to VCU.

Teams of students are assigned a nonprofit client and tackle projects ranging from redesigning a website to creating a new brand identity. Since initiating the event at VCU, Rowe has turned the concept into a class.

"I always knew that it would be an incredible and unique learning experience for students," Rowe said. "A lot of people would say, 'Oh, you can't believe you do this' and I certainly love credit, but I just want to let students shine at the end of the day." Throughout the semester, each team leader meets with their client to get a better understanding of what the client's needs are.

"When I transferred here, I was told by a couple people that this is the class to take," said one team leader, Collin Brady, a senior creative advertising major. Brady led the team that worked with Prevent A Litter, a local nonprofit organization that offers low-cost spaying and neutering for pets. Brady's team made posters, stickers and brochures for the clinic to use at events.

"The students went above and beyond what we asked for and also took the time to learn more about our program by attending several Young, Athletes events," Claytor said. "This gave them more of an insight into what we are about.

"The event was bigger than VCU." Rowe's vision for CreateAthon onCampus is bigger than VCU.

"The core of why CreateAthon exists is to help nonprofits, for the college version of it, I want to see universities get involved with their community." James Madison University hosted its first CreateAthon onCampus event in March with Rowe's assistance.

Teams of students are assigned a nonprofit client and tackle projects ranging from redesigning a website to creating a new brand identity. Since initiating the event at VCU, Rowe has turned the concept into a class.

"I always knew that it would be an incredible and unique learning experience for students," Rowe said. "A lot of people would say, 'Oh, you can't believe you do this' and I certainly love credit, but I just want to let students shine at the end of the day." Throughout the semester, each team leader meets with their client to get a better understanding of what the client's needs are.

"When I transferred here, I was told by a couple people that this is the class to take," said one team leader, Collin Brady, a senior creative advertising major. Brady led the team that worked with Prevent A Litter, a local nonprofit organization that offers low-cost spaying and neutering for pets. Brady's team made posters, stickers and brochures for the clinic to use at events.

"The students went above and beyond what we asked for and also took the time to learn more about our program by attending several Young, Athletes events," Claytor said. "This gave them more of an insight into what we are about.

"The event was bigger than VCU." Rowe's vision for CreateAthon onCampus is bigger than VCU.

"The core of why CreateAthon exists is to help nonprofits, for the college version of it, I want to see universities get involved with their community." James Madison University hosted its first CreateAthon onCampus event in March with Rowe's assistance.

Nonprofits chosen for CreateAthon onCampus 2010


To see the work produced this spring, go to createathon.tumblr.com. For more information about CreateAthon onCampus, go to createathononcampus.org/vcu.

CLASS NOTES

Send information about your professional and personal accomplishments to assistant director for development Michael Hughes at mcdonald@vcu.edu.

Steven R. Jones '82: At the helm of the Association of Cable Communicators

By Cheryl Johnson '11

Steven R. Jones (B.S. ’82/MC) originally studied electrical engineering at Bradley University in Peoria, Ill., but after developing an interest in the media, he transferred to VCU’s School of Mass Communications. There he joined the VCU chapter of the Society of Professional Journalists and worked for the student newspaper, The Commonwealth Times.

After graduating in 1982, Jones took a job with The Professional Surveys magazine. Jones credits his experience at The Commonwealth Times for this job offer.

Over the next 18 years, Jones worked in mass communications in various capacities, and in 2000, he became executive director of the Association of Cable Communicators, an organization that promotes the effectiveness of professional communicators in the cable industry.

As executive director, he oversees operations and works with the group’s board on long-term planning.

Jones, an avid Rams basketball fan, said the best part of his job is working with professional athletes, politicians and celebrities. During his tenure with ACC, he has worked with Sen. Frank Launton, D-N.J.; Rep. Susan Molinari, R-N.Y.; former NBA player and entertainer John Salley; and comedian Lewis Black.

Under Jones’ leadership, the ACC works to meet its members’ evolving needs through the development of new products and services. For example, a current ACC campaign focuses on the power of Web 2.0 tools that cable communicators can use to work more effectively. The campaign includes a series of videos and other resources posted on its website.

Martina Banger ‘92 (M.S.) is a marketing communications consultant at DonShive/Wadkins.com.
Trina Hoppin Lee ‘92 is the director of external affairs and communications at Caritas in Richmond, Va.
Molly Burns ‘86 is a senior account executive at Clear Channel Radio in Sarasota, Fla.

Steven R. Jones (B.S.’82/MC) originally studied electrical engineering at Bradley University in Peoria, Ill., but after developing an interest in the media, he transferred to VCU’s School of Mass Communications. There he joined the VCU chapter of the Society of Professional Journalists and worked for the student newspaper, The Commonwealth Times.

After graduating in 1982, Jones took a job with The Professional Surveys magazine. Jones credits his experience at The Commonwealth Times for this job offer.

Over the next 18 years, Jones worked in mass communications in various capacities, and in 2000, he became executive director of the Association of Cable Communicators, an organization that promotes the effectiveness of professional communicators in the cable industry.

As executive director, he oversees operations and works with the group’s board on long-term planning.

Jones, an avid Rams basketball fan, said the best part of his job is working with professional athletes, politicians and celebrities. During his tenure with ACC, he has worked with Sen. Frank Launton, D-N.J.; Rep. Susan Molinari, R-N.Y.; former NBA player and entertainer John Salley; and comedian Lewis Black.

Under Jones’ leadership, the ACC works to meet its members’ evolving needs through the development of new products and services. For example, a current ACC campaign focuses on the power of Web 2.0 tools that cable communicators can use to work more effectively. The campaign includes a series of videos and other resources posted on its website.

Martina Banger ‘92 (M.S.) is a marketing communications consultant at DonShive/Wadkins.com.
Trina Hoppin Lee ‘92 is the director of external affairs and communications at Caritas in Richmond, Va.

Steven R. Jones (B.S.’82/MC) originally studied electrical engineering at Bradley University in Peoria, Ill., but after developing an interest in the media, he transferred to VCU’s School of Mass Communications. There he joined the VCU chapter of the Society of Professional Journalists and worked for the student newspaper, The Commonwealth Times.

After graduating in 1982, Jones took a job with The Professional Surveys magazine. Jones credits his experience at The Commonwealth Times for this job offer.

Over the next 18 years, Jones worked in mass communications in various capacities, and in 2000, he became executive director of the Association of Cable Communicators, an organization that promotes the effectiveness of professional communicators in the cable industry.

As executive director, he oversees operations and works with the group’s board on long-term planning.

Jones, an avid Rams basketball fan, said the best part of his job is working with professional athletes, politicians and celebrities. During his tenure with ACC, he has worked with Sen. Frank Launton, D-N.J.; Rep. Susan Molinari, R-N.Y.; former NBA player and entertainer John Salley; and comedian Lewis Black.

Under Jones’ leadership, the ACC works to meet its members’ evolving needs through the development of new products and services. For example, a current ACC campaign focuses on the power of Web 2.0 tools that cable communicators can use to work more effectively. The campaign includes a series of videos and other resources posted on its website.

Martina Banger ‘92 (M.S.) is a marketing communications consultant at DonShive/Wadkins.com.
Trina Hoppin Lee ‘92 is the director of external affairs and communications at Caritas in Richmond, Va.
Strategic PR, multimedia journalism graduate programs

By Samantha Yates ’12 and Mackenzie Combs ’11

are grouped in cohorts of 15 to 20 and take a set schedule of courses that typically last one month each.

Strategic public relations

Graduate students earning a master’s degree in strategic public relations take 30 credit hours over the course of a year, with classes ranging from Ethics and Law to PR in a Global Environment.

Taryn Anthony (B.S./M.C) and Jay Eli Vaughn are two students in the 2009-10 cohort. Anthony, an event planner for Uplift Entertainment, which focuses on planning college events, joined the program to challenge herself. “PR has always been an interest of mine, but I had a fear of public speaking,” she said. “I knew the program was going to be competitive and it was the challenge and the drive to succeed that helped me get over my fear and apply.”

In addition to learning the latest developments in public relations, students learn from one another. “I must also say my cohort is amazing and together we help each other understand everything and produce the best possible campaigns ever,” Anthony said.

Multimedia journalism

Students in the multimedia journalism program take 36 hours of various multimedia courses and electives. The program is open to students with a degree in journalism or who have journalism experience. Sasha Lester (B.S./M.C) enrolled in the program after her alma mater to keep up with new forms of media. “I was looking for a program that would prepare me for the future of journalism since its changing every day, and some forms of media are completely disappearing,” she said.

The program focuses on teaching students how to master changing technology of various media, but the scope of the experience also encompasses broader professional and interpersonal skills. “It’s nice being around people who are passionate about the same thing I am,” Lester said. “We all learn from each other since we have different backgrounds so it’s a constant learning process.”

This year marked the 24th anniversary of the Virginia Communications Hall of Fame, hosted by VCU since 1996 when George Crutchfield, former director of VCU’s School of Mass Communications, initiated the program.

Crutchfield established the Hall of Fame to recognize outstanding communications professionals in Virginia. Over the years, the Hall of Fame has welcomed 112 people, including its communications professionals who were inducted in April at the Virginia Country Club. Gene Lepley, public information manager for the Richmond Police Department, acted as master of ceremonies.

“The event is an important tradition because it highlights leaders in the field of mass communications,” said Anna West, an assistant professor in the School of Mass Communications who attended the ceremony. “It’s an honor for VCU to have hosted this ceremony for over two decades.”

This year’s event was sponsored by George Crutchfield and Frances Broodius-Crutchfield, the Virginia Association of Broadcasters, Dominion Resources and CRT/anana.

CRT/anana CEO Mark Raper (B.S./M.C) is a School of Mass Communications alum and past Hall of Fame inductee.

2010 inductees

Edward Jones joined the (Fredericksburg, Va.) Free Lance-Star in 1973. He worked his way up to editorial page editor, then managing editor and then editor in 1997. Under his leadership, the newspaper earned awards from the Virginia Press Association and national groups.

Bob Jones Jr. started his career as a Navy aerial photographer and later worked for Richmond Newspapers Inc. He received the Virginia News Photographer of the Year award five times. Later, as a freelance photographer, he received more than 200 awards for his work.

Bob Lee was the president and general manager of Roanoke’s WDBJ Television Inc. and served as director of government affairs for WDBJ’s parent corporation, Schurz Communications for 20 years. He retired in 2007.

Dan Smith has contributed to the world of communications for more than 40 years. Smith is the founder of the Roanoke Regional Writer’s Conference and recently co-founded Valley Business FRONT, an award-winning glossy magazine. He has been an ensayist for National Public Radio and WWFT Public Radio.

Boo Kopp was the second woman in Virginia to become a photojournalist when she joined Richmond Newspapers Inc. in 1940. After four years, she became the first female photo manager for a state daily newspaper. Kopp was recognized for her work in a male-dominated specialty with a male-dominated profession. Kopp died in 1992.

Harold Soldinger started his career in the late 1930s as an animator for Warner Bros. Studio in Hollywood. He later worked for WVAR in Norfolk and then became vice president of Norfolk’s WAVY-TV. He was the first person to hire a female news anchor, an African-American anchor, a female weather anchor and a female sports anchor. Soldinger died in 1996 and his son, Steven Soldinger, accepted the award on his father’s behalf. Steven Soldinger is vice president and general manager for television stations owned by CBS in Tampa, Atlanta and Portsmouth, Va., and was inducted into the Hall of Fame in 2009.

Virginia Communications Hall of Fame Scholarship

Nicole Fisher, a senior mass communications student focusing on print journalism and minoring in English, was recognized this year for her dedication to mass communications.

She received the $1,000 Virginia Communications Hall of Fame Scholarship. The School of Mass Communications established the scholarship in 1992.

Fisher was the sports editor for her high school newspaper, The Southerner, and a freelance reporter for The Mechanicsville Local. She received the Rich mond Times-Dispatch’s High School Journalism Award in 2003. Fisher is a reporter for VCU’s Capital News Service.
Anecdotes and lessons learned: The Turpin Lecture in News and Media Management

By Jessa Nelson ’10

The Turpin Lecture in News and Media Management took place in April at the Grace Street Theater on the Monroe Park Campus. The panel discussion, “Anecdotes and Learned Lessons,” featured award-winning industry veterans who provided perspectives on the business of news, media and entertainment.

The discussion was moderated by Daphne Maxwell Reid, who played the character Aunt Viv in the comedy “The Fresh Prince of Bel Air” and is co-founder and principal partner of New Millennium Studios in Petersburg, Va.

Sponsored by the School of Mass Communications, the Turpin Lecture is held annually in honor of former journalism VCU professor Bill Turpin.

He passed away in 2001 at the age of 72.

The annual Turpin Lecture in News and Media Management featured alumni and award-winning veterans in news, media and entertainment, Joe Vaughan (B.S. ’80/MC) (left), Joe Cortina (B.F.A. ’76/A), Jeffrey Blount (B.S. ’81/MC) and Tim Reid. The moderator was Daphne Maxwell Reid (far right).

Joe Vaughan (B.S./M.C. ’80), a nine-time Emmy award-winning writer, director and producer and winner of the Sony Innovator in Film award.

Joe Cortina (B.F.A. ’76/A) is a five-time national Emmy award-winner, creative director and principal of Cortina Productions.

Jeffrey Blount (B.S./M.C. ’81) is an award-winning senior director of NBC’s “Meet the Press” and MSNBC’s “Hardball with Chris Matthews.”

Tim Reid, an Emmy-nominated actor, director and producer and two-time NAACP Image Award winner and co-founder and president of New Millennium Studios.

In the spring 2010 semester, Jin taught Public Relations Campaigns and Public Relations Research, both of which are service-learning classes.

Thomas Donohue

Professor Thomas Donohue, Ph.D., has been a faculty member in the School of Mass Communications since 1989. He has written more than 75 papers, presentations and articles for review in the field’s technological evolution. His current research focuses on the impact of mobile communication devices on college students and teens.

Donohue has recently finished working on a book chapter on the use of the Internet as a medium for viral ads. “The most troubling fact is the average American youngster spends over 40 hours a week with media,” Donohue said.

Donohue taught three courses in the spring 2010 semester: an introduction to mass communications course and two advertising classes.

Marcus Messner and Tim Bajkiewicz

Marcus Messner, Ph.D., has been an assistant professor in the School of Mass Communications since 2007. In the past year, Messner has contributed six presentations and articles for review at six conferences. He has also written a chapter for a German book and defended his disserta- tion. Messner’s research focuses on social media and the adapta- tion of traditional sources. Messner has worked in col- laboration with several other professors and graduate students, including VCU professor Tim Bajkiewicz, Ph.D., who joined the school in 2008.

In the fall of 2009, Messner and Bajkiewicz presented a case study on teaching a multimedia journalism program for graduate students at the International Association of Online Communicators conference in Washington. They also presented at the Convergence and Society conference on traditional news organizations and multimedia strategies.

Messner and Bajkiewicz worked with six graduate students to analyze content on newspapers’ and others’ social-networking sites. The students studied how sites such as Face- book and Twitter are used, in what context and what topics are covered. They hope to present the data this summer.

Messner taught both Global Communications and the Business of Media during the spring 2010 semester. Bajkiewicz taught Newscasting, Journalism Seminar and Multipurpose Storytelling during the spring. He also is the instructor of for VCU Insight, a student-produced program that airs on WCVY Richmond PBS.

FACULTY RESEARCH continued from Page 5

In the spring 2010 semester, Jin taught Public Relations Campaigns and Public Relations Research, both of which are service-learning classes.

Thomas Donohue

Professor Thomas Donohue, Ph.D., has been a faculty member in the School of Mass Communications since 1989. He has written more than 75 papers, presentations and articles for review in the field’s technological evolution. His current research focuses on the impact of mobile communication devices on college students and teens.

Donohue has recently finished working on a book chapter on the use of the Internet as a medium for viral ads. “The most troubling fact is the average American youngster spends over 40 hours a week with media,” Donohue said.

Donohue taught three courses in the spring 2010 semester: an introduction to mass communications course and two advertising classes.

Marcus Messner and Tim Bajkiewicz

Marcus Messner, Ph.D., has been an assistant professor in the School of Mass Communications since 2007. In the past year, Messner has contributed six presentations and articles for review at six conferences. He has also written a chapter for a German book and defended his disserta- tion. Messner’s research focuses on social media and the adapta- tion of traditional sources. Messner has worked in col- laboration with several other professors and graduate students, including VCU professor Tim Bajkiewicz, Ph.D., who joined the school in 2008.

In the fall of 2009, Messner and Bajkiewicz presented a case study on teaching a multimedia journalism program for graduate students at the Inter- national Association of Online Communicators conference in Washington. They also presented at the Convergence and Society conference on traditional news organizations and multimedia strategies.

Messner and Bajkiewicz worked with six graduate students to analyze content on newspapers’ and others’ social-networking sites. The students studied how sites such as Face- book and Twitter are used, in what context and what topics are covered. They hope to present the data this summer.

Messner taught both Global Communications and the Business of Media during the spring 2010 semester. Bajkiewicz taught Newscasting, Journalism Seminar and Multipurpose Storytelling during the spring. He also is the instructor of for VCU Insight, a student-produced program that airs on WCVY Richmond PBS.

Scholarship sends student overseas

Public relations student Ben Cohen (B.S./11) received the Boren Scholarship for a one-year immersion program in China where he will study Mandarin Chinese. After completing the program, Cohen will return to the U.S. to work for one year for the federal government in a public diplomacy position. Cohen is a VCU Honors student who graduated in May 2010. Alumni interested in working or doing research overseas through the support of scholarships such as the Boren or the Fulbright, should contact VCU’s National Scholarship Coordinator Jeff Wing at (804) 828-1803 or jawing@vcu.edu.

A. Dybing, who received the Keith P. Saunders Outstanding Service Award. Dybing, who teaches communications law, is a director of ThompsonMcMul- lan law firm and was named one of Virginia’s Elite civil litigation attorneys by Virginia Business magazine.

By Jessa Nelson ’10

Adjunct professor Robert A. Dybing wins the Keith P. Saunders Outstanding Service Award.

The School of Mass Communica- tions presented awards to seven outstanding students and one communications professor at a ceremony held in April. The event included the induction of this year’s Kappa Tau Alpha National Honor Society student members. KTA recognizes academic excellence in mass communications seniors and graduate students who rank in the top 10 percent of their class. Print journalism student Nicole Fisher received three scholar- ships, the T. Edward and Polly D. Temple Writing Award, the Virginia Communications Hall of Fame Scholarship and the Crutchfield Journalism Scholar- ship, which was presented by George and Frances Crutch- field. George Crutchfield is a former director of the school and the 2009 recipient of the Virginia Press Associations Lifetime Achievement Award. Other honoraries were:

Senior Christopher Westfall received the Scott Stevens Scholarship from Lisa Smith, wife of the late Scott Stevens;

Misha Adams received the Gene B. Creasy Scholarship;

Kristen Hadeed received the Robert Beverly Ondorolfi Scholar- ship;

YinYin Liu received the Joseph F. Mason Scholarship;

Sarah Rodriguez received the Martin Agency Scholarship;

and Lee Kheing received the Lincoln Financial Media Scholarship.

Also recognized was long-time adjunct professor Robert

Adjunct professor Robert A. Dybing wins the Keith P. Saunders Outstanding Service Award.

Scholarship winners and sponsors Frances Broadnax-Crutchfield (left), Nicole Fisher, Misha Adams, Beth Blue Kelly, Kristen Hadeed, George Crutchfield, Lisa Smith, YinYin Liu, Christopher Westfall and Dr. Judy VanSlyke Turk at the School of Mass Communications Honors and Awards Ceremony.

The School of Mass Communica- tions presented awards to seven outstanding students and one communications professor at a ceremony held in April. The event included the induction of this year’s Kappa Tau Alpha National Honor Society student members. KTA recognizes academic excellence in mass communications seniors and graduate students who rank in the top 10 percent of their class. Print journalism student Nicole Fisher received three scholar- ships, the T. Edward and Polly D. Temple Writing Award, the Virginia Communications Hall of Fame Scholarship and the Crutchfield Journalism Scholar- ship, which was presented by George and Frances Crutch- field. George Crutchfield is a former director of the school and the 2009 recipient of the Virginia Press Associations Lifetime Achievement Award. Other honoraries were:

Senior Christopher Westfall received the Scott Stevens Scholarship from Lisa Smith, wife of the late Scott Stevens;

Misha Adams received the Gene B. Creasy Scholarship;

Kristen Hadeed received the Robert Beverly Ondorolfi Scholar- ship;

YinYin Liu received the Joseph F. Mason Scholarship;

Sarah Rodriguez received the Martin Agency Scholarship;

and Lee Kheing received the Lincoln Financial Media Scholarship.

Also recognized was long-time adjunct professor Robert

Scholarship winners and sponsors Frances Broadnax-Crutchfield (left), Nicole Fisher, Misha Adams, Beth Blue Kelly, Kristen Hadeed, George Crutchfield, Lisa Smith, YinYin Liu, Christopher Westfall and Dr. Judy VanSlyke Turk at the School of Mass Communications Honors and Awards Ceremony.